

MARK IV AUTO AIR CONDITIONING

# THE HEAT BEATERS

Dealers' Guide to the Mark IV Line





## **MARK IV AUTO AIR CONDITIONING**

### **The MARK IV HEAT BEATERS beat the competition cold**

For over ten years Mark IV has outsold every other custom installed brand.

It outsells its nearest competitor by over two to one.

One reason is the product: Mark IV's list of industry-leading firsts will fill this page. The result is a unit that outcools even factory air, yet costs less.

But more important, Mark IV doesn't offer just a unit. Mark IV dealers get a complete sales and service program. Whether you have a warranty claim, need replacement parts, technical advice or want free training for your personnel, Mark IV backs you all the way.

### **A word about HEAT BEATER features that sell**

Being best is usually a matter of a lot of little things. This is true of Mark IV.

Sometimes it's things you aren't likely to see: a finer grade of material, a superior procedure, a better weld. We put these into every Mark IV.

The items you can see we label features. They make the difference between a fine model and an ordinary one. Buyers, in general, want these features. Point them out and they'll do most of the selling for you.

- "Lifetime guarantee." Covers the evaporator for as long as the original buyer has it in the car in which it is originally installed: three years . . . five years . . . longer. In the whole industry, only the Mark IV Allegro has this kind of manufacturer backing.
- Exclusive Cold-Coil Freon routing. One reason the Allegro and Monitor "outcool 'em all." Refrigerant enters the coil at three selected locations instead of one. Coil gets colder—all over.
- Insulated steel case. Offered on leading models. Whack it with your hand. You can hear the difference between plastic and the ruggedness and strength of steel.
- Die cast metal face and louvers with hard, chromium plated finish. It's the same strength-and-durability story over again, on models boasting these features: factory-new look for years.

- Free-Flow directional louvers. Top models feature new louvers with deeper but fewer vanes to give positive directional control, yet permit more air movement for quicker cooling.

- Shut-off louvers. On our "wall-to-wall" models, they permit passenger to turn his outlet completely off while driver enjoys full blower—or vice versa.

- Rheostat blower control. Gives customer an infinite choice of settings instead of the usual Hi, Med, Lo.

- Dynamically balanced blower wheels. Something like a highly refined version of familiar tire balancing for smoother, more efficient operation—less wear.

- Selecto-matic temperature control. Permits the selection of temperature through a range of up to 40° to suit everyone's comfort requirement.



### 1. Mark IV Allegro

(Evaporator Package #114)

**Comments:** The leading model of the leading brand. Has proved it can outcool any other unit on the market, factory or add-on.

**Features:** "Lifetime guarantee."

Exclusive Cold-Coil Freon routing.

Insulated steel case. Die cast, chrome plated face and louvers.

Free-Flow directional louvers.

Rheostat blower control.

Dynamically balanced blowers.

Selectro-matic temperature control.

**Dimensions:** 17½" wide, 13½" deep, 6½" high.

**Recommendations:** For the tough jobs: big sedans—station wagons—severe heat. For the buyer who wants a car full of really cold air even on hottest days.

### 2. Mark IV Monitor

(Evaporator Package #83)

**Comments:** This is the world's most popular custom installed auto air conditioner model. Second only to the Allegro in capacity, it too outcools factory air.

**Features:** Shares many industry-leading features with the Allegro: Cold-Coil Freon routing. Insulated steel case. Die cast, chrome plated face and louvers. Free-Flow directional louvers. Rheostat blower control. Dynamically balanced blowers. Selectro-matic temperature control.

**Dimensions:** 16¾" wide, 12¾" deep, 6" high.

**Recommendations:** The Monitor bows only to the Allegro in capacity. It will handle full-sized cars even in severe heat & high humidity.

### 3. Mark IV Medalist

(Evaporator Package #233)

**Comments:** Outcools many mass merchandisers' top models.

**Features:** Molded case of high impact plastic. Wood grain finish nameplate. Four-way latticed louvers. Rheostat blower control. Dynamically balanced blowers. Selectro-matic temperature control.

**Dimensions:** 15¾" wide, 12¾" deep, 5¾" high.

**Recommendations:** In standard or medium-sized cars should prove adequate in all but worst weather conditions.

### 4. Mark IV Escort

(Evaporator Package #142)

**Comments:** Essentially a compact version of the Allegro.

**Features:** Insulated steel case. Die cast, chrome plated face and louvers. Free-Flow directional louvers. Rheostat blower control. Dynamically balanced blowers. Selectro-matic temperature control.

**Dimensions:** 4¾" high, 11" deep, 15½" long.

**Recommendations:** For today's sporty intermediates and compacts. Fits neatly in console models.

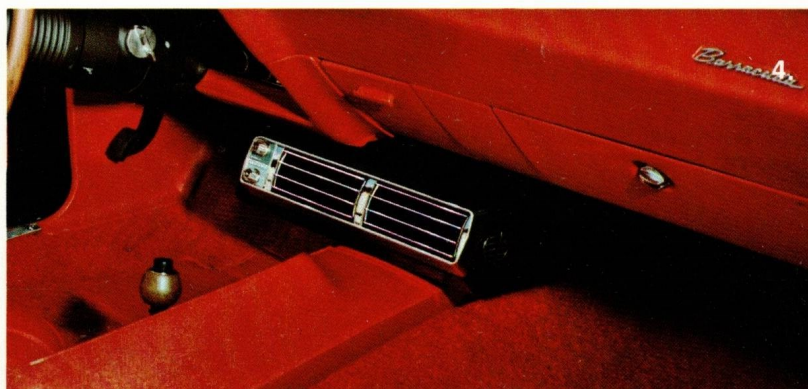
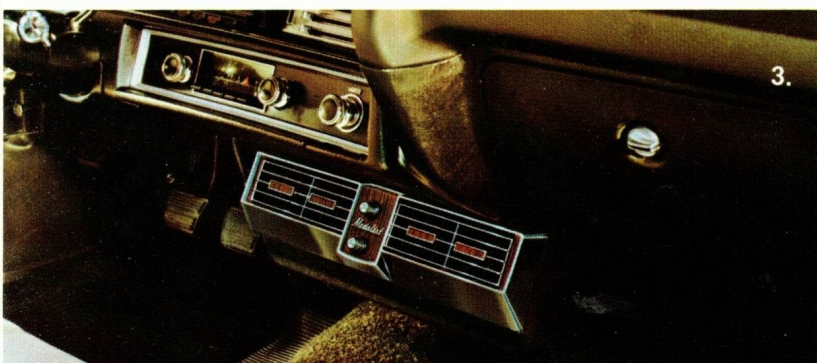
### 5. Mark IV Special

(Evaporator Package #136)

**Comments:** Frankly a "price unit." Beats the mass merchandisers' "price units," but gives only marginal comfort on hottest days.

**Features:** Molded high impact plastic case. Four-way latticed louvers. Automatic temperature control.

**Recommendations:** Should fill the bill nicely in small and medium-sized cars under most conditions.





#### 6. Mark IV Coronado XL

(Evaporator Package # 197)

**Comments:** Our slimmest model yet: the face—an anodized aluminum extrusion—is only 2 1/16" high.

**Features:** Stretches from right hand door to steering column for "wall-to-wall" cooling. Insulated steel case. Shut-off louvers may be turned on or off individually. Three-speed blower. Dynamically balanced blowers. Selectro-matic temperature control.

**Recommendations:** For the built-in look of expensive factory air without the expense. Adequate capacity for standard American cars.

#### 7. Mark IV Custom 237 for Ford Galaxie

(Evaporator Package # 237)

**Comments:** Follows every line of Ford's tough to fit dash for a fully customized look. A great sales opportunity.

**Features:** Insulated metal case with high impact plastic face, wood grained finish. Three 4-way, chrome plated, latticed louvers. Three-speed blower control. Automatic temperature control.

#### 8. Mark IV Custom 212 for Ford Galaxie

(Evaporator Package # 212)

**Comments:** A customized version of the famous Mark IV Monitor that outcools factory air. Without question, the best unit on the market for the new Ford Galaxie 500 and LTD.

**Features:** Exclusive Cold-Coil Freon routing. Insulated steel case. Die cast, chrome plated face and louvers. Free-Flow directional louvers. Rheostat blower control. Dynamically balanced blowers. Selectro-matic temperature control.

#### 9. Mark IV Custom for Mustang

(Evaporator Package # 214)

**Comments:** More "built-in" than most factory air!

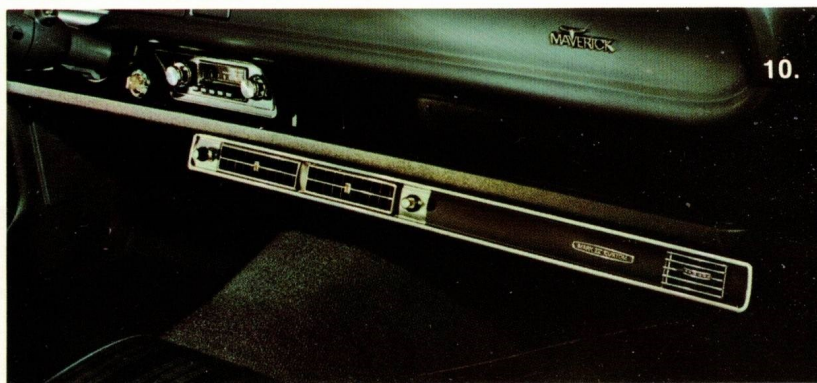
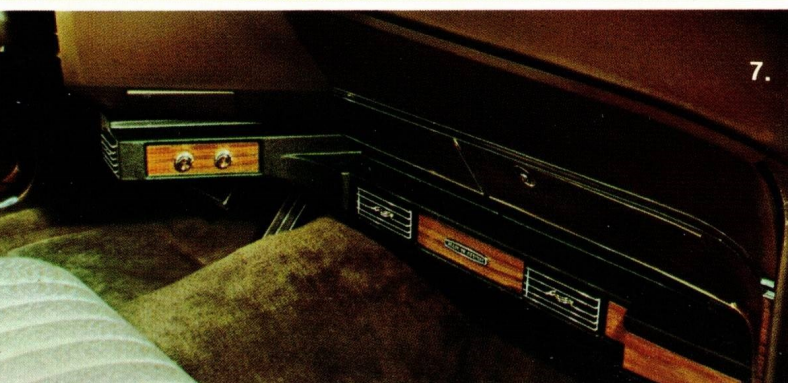
**Features:** Black molded high impact plastic case. Chrome plated, cast metal control panel with 3-speed blower control. Large latticed louver supplemented by three chromed circular louvers. Dynamically balanced blowers. Selectro-matic temperature control.

#### 10. Mark IV Custom for Maverick

(Evaporator Package # 228)

**Comments:** A slick fit for the little wild one.

**Features:** Anodized aluminum face is only 2 1/16" high. Molded high impact plastic case. Two shut-off louvers plus small 4-way louver on the far right. Three-speed blower control. Dynamically balanced blowers. Selectro-matic temperature control.





### 11. Mark IV Custom 234 for Intermediates

(Evaporator Package # 234)

**Comments:** The perfect unit for the hot intermediates—a group of cars with low incidence of factory air. Fills a great need. Has both the appearance and features of expensive factory air . . . without the expense.

**Features:** Molded case of high impact plastic. Chrome plated metal bezel with controls and twin louvers in central element. Two additional outboard outlets for cold air wash along both sides. Can span up to 58".

All outlets have shut-off louvers, may be turned on and off individually.

Three-speed blower control. New, no-balance-needed nylon blowers. Selectro-matic temperature control.

**Recommendations:** Highly customized appearance in popular intermediates—Chrysler, Ford, and G.M. Ample capacity for these cars; not recommended for large sedans.

### 12. Mark IV Custom for Chevrolet

(Evaporator Package # 215)

**Comments:** Fits like part of the dash on new Chevrolets!

**Features:** Molded high impact plastic case with chrome plated metal bezels and louvers. Three cold air outlets with shut-off louvers may be turned off individually. Center console has convenient lever-type temperature and air volume controls.

Three-speed blower control. Dynamically balanced blowers. Selectro-matic temperature control.

### 13. Mark IV Ranger II

(Evaporator Package # 236)

**Comments:** Curved case smoothly matches Ford pickup contoured dash line.

**Features:** Molded high impact plastic case with metallic, 4-way latticed shut-off louvers. Dynamically balanced blower with 3-speed control. Selectro-matic temperature control.

### 14. Mark IV Roamer GM

(Evaporator Package # 177)

**Comments:** Case configuration fits Chevrolet and GMC pickup dashes, offering plenty of leg room.

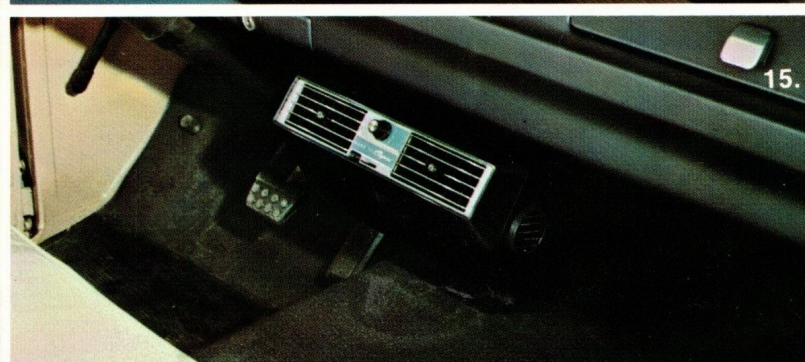
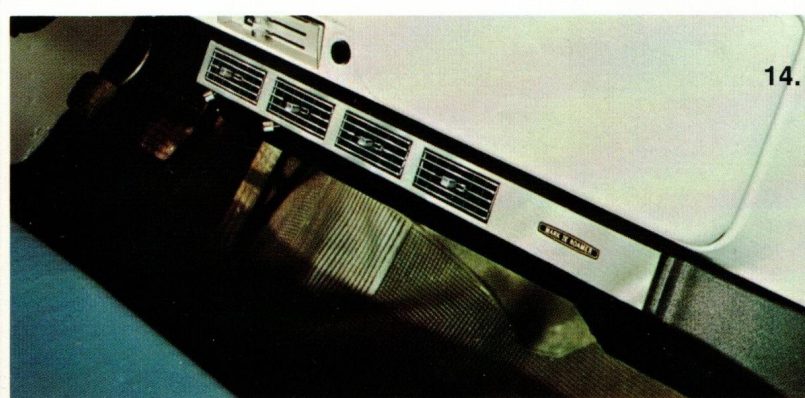
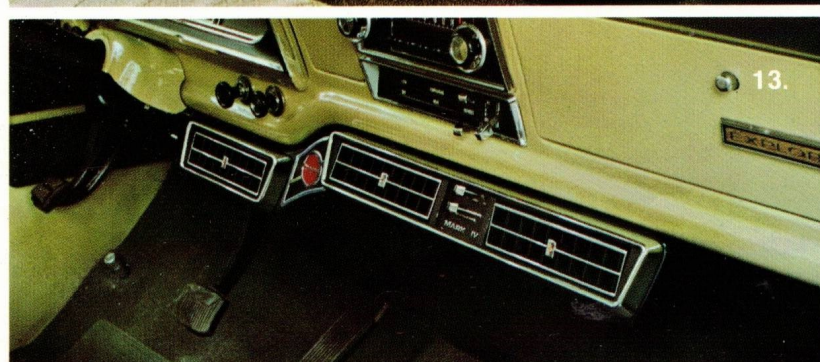
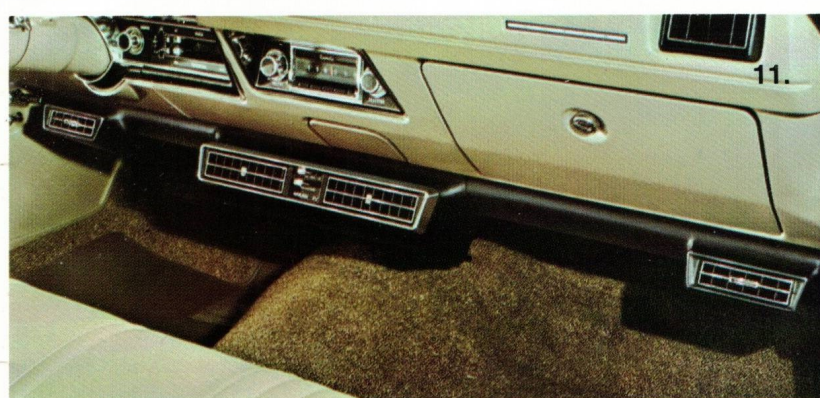
**Features:** Four, 4-way latticed louvers. Lever-type temperature and blower controls on face of unit. Three-speed blower. Dynamically balanced blowers. Selectro-matic temperature control.

### 15. Mark IV Capri

(Evaporator Package # 127)

**Comments:** A scaled-down version of Mark IV Monitor, designed for Dodge pickups.

**Features:** Insulated steel case. Black high impact molded plastic front with chrome-like face plate and louvers. Three-speed blower control. Dynamically balanced blowers. Selectro-matic temperature control.





### 16. Mark IV Custom for Toyota

(Evaporator Package #225)

**Comments:** Designed to fit exact specifications of the Toyota!

**Features:** Molded high impact plastic face and case. Two metalized, 4-way latticed louvers plus small round louvers on each side of control panel. Dynamically balanced blowers with 3-speed control. Selectro-matic temperature control.

### 17. Mark IV Custom for Datsun

(Evaporator Package #223)

**Comments:** Really complements Datsun interior!

**Features:** Molded high impact plastic face and case. Two metalized, 4-way latticed louvers. Small round louver on driver side of control panel. Dynamically balanced blowers with 3-speed control. Selectro-matic temperature control.

### 18. Mark IV Custom for Renault 10

(Included in Complete Package #179)

**Comments:** Approved by the Renault factory and Renault of America for after-market installations.

**Features:** Evaporator and blowers—housed in an insulated case—are installed in the luggage compartment forward of dash. Cold air ducts are connected to the standard fresh air vents in the dash—a completely "built-in" installation.

### 19. Mark IV Custom for Renault 16

(Evaporator Package #221)

**Comments:** Also has approval of the Renault factory and Renault of America.

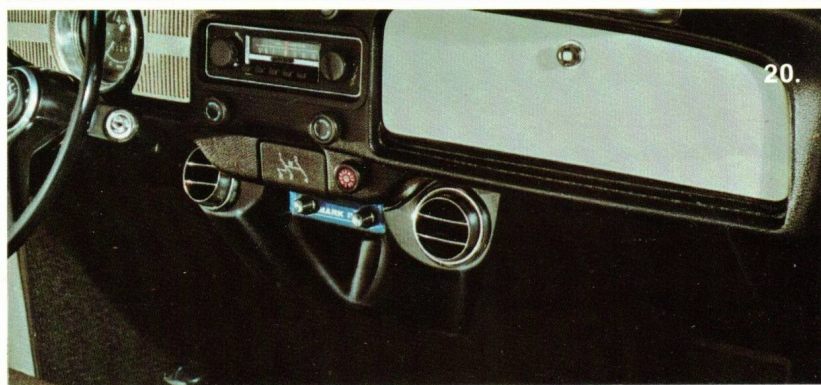
**Features:** Slim face—an anodized aluminum extrusion—is only 2 1/16" high. Molded high impact plastic case. Four-way latticed louvers. Dynamically balanced blowers with 3-speed control. Selectro-matic temperature control.

### 20. Mark IV Custom for VW

(Part of Complete Package #174)

**Comments:** Does a whole-car cooling job!

**Features:** Molded high impact plastic case. Two round metalized louvers. Three-speed blower control. Dynamically balanced blowers. Selectro-matic temperature control.





### 21. Mark IV Custom for BMW

(Part of Complete Package # 224)

**Comments:** Perfect "built-in" appearance. Fits neatly into glove shelf area.

**Features:** Insulated steel case with molded high impact plastic face. Three metalized, 4-way latticed louvers. Dynamically balanced blowers with 3-speed control. Selectro-matic temperature control.

359.95

installed.

### 22. Mark IV Nomad

(Evaporator Package # 199)

**Comments:** Built especially for imported cars. Slimline case fits many models.

**Features:** Long, thin face of extruded aluminum only 2 1/16" high. Insulated steel case. Three latticed louvers. Dynamically balanced blowers with 3-speed control. Selectro-matic temperature control.

### 23. Mark IV Custom for Volvo

(Evaporator Package # 228)

**Comments:** Handsome extruded aluminum face. Long, lean and handsome like a Swede should be.

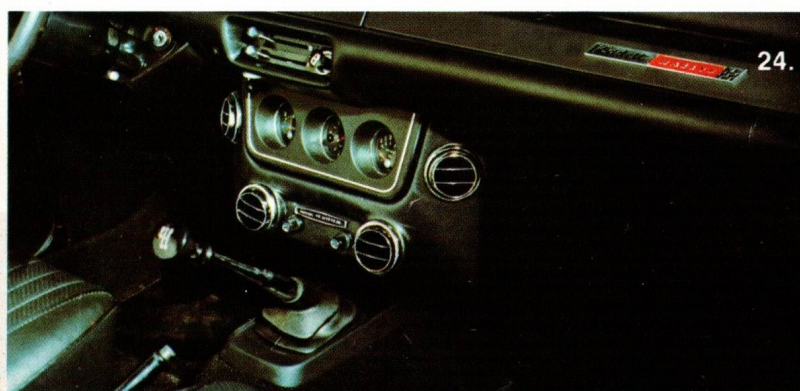
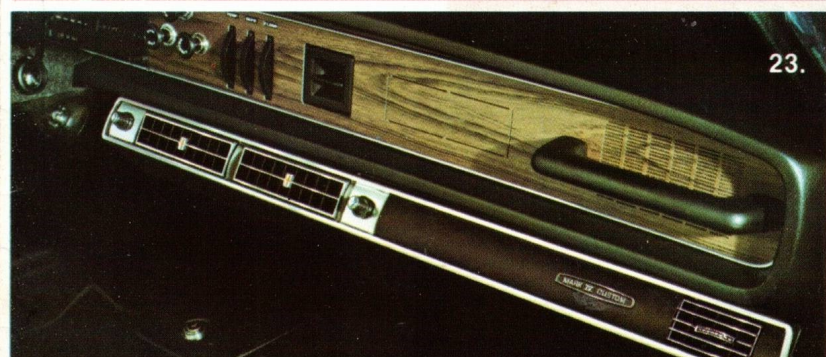
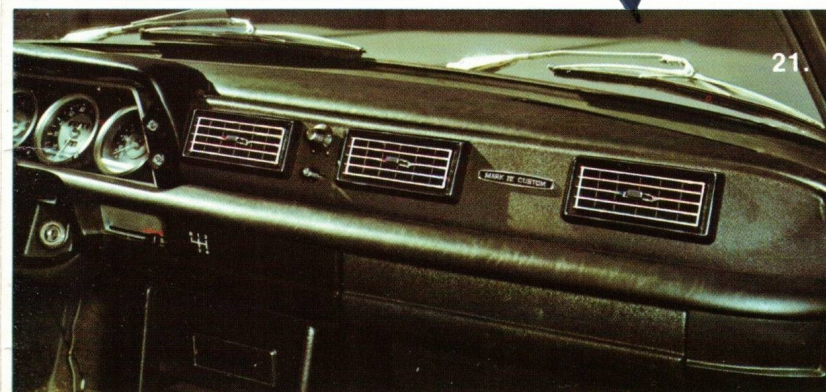
**Features:** Anodized aluminum face is only 2 1/16" high. Molded high impact plastic case. Two Shut-off louvers plus small 4-way louver on the far right. Three-speed blower control. Dynamically balanced blowers. Selectro-matic temperature control.

### 24. Mark IV Custom for Opel Rallye

(Evaporator Package # 216)

**Comments:** A built-in look that can't be beat.

**Features:** Molded high impact plastic case and face. Four ball type circular air directors. Three-speed blower control. Dynamically balanced blowers. Selectro-matic temperature control.





## **A few words to help you sell MARK IV HEAT BEATERS**

### **Help your customer make the right selection:**

In our long product line, there is a Mark IV unit that's just right for each car. Or pickup. Or recreational vehicle.

It is your responsibility to sell the customer the model that will serve him best.

Not all Mark IV models are priced the same. Different models offer different degrees of performance and quality. But all offer solid value . . . in the right place.

Don't let your customer buy a unit that is not designed for the job.

Recommend the Mark IV model that is:

1. Right for your customer's car size
2. Right for his driving conditions
3. Right for fit and appearance.

You'll find this model selector guide helpful in making your recommendations.

### **Tell your customer about the value of the Mark IV Heat Beater:**

He probably won't understand a technical explanation about the superior design and quality of a Mark IV unit, but here are some things he *will* understand:

1. Mark IV has been the best selling custom installed unit since 1958 — eleven years in a row!
2. Mark IV outsells its nearest competitor 2 to 1.
3. Year after year, Mark IV proves it can outcool the competition — including factory air — in tests supervised by the U. S. Auto Club.
4. Mark IV offers warranty service at 5000 service centers, coast to coast.

### **Tell your customer how to get the best from his Mark IV Heat Beater:**

He probably doesn't know the tricks of getting the most from his air conditioning unit. Remind him about parking in the shade with a window open. Closing air vents. Stopping body leaks. Refer him to the Mark IV warranty service manual and instruction book that comes with every Mark IV unit.

### **The beauty of selling the best:**

One of the great things about selling Mark IV is that you can sell hard — because you know it's the best. If you let your prospect settle for a lesser brand, he'll get less for his money.

Mark IV offers more of everything that makes value: More cooling. More appearance. More durability. More trouble-free performance.

SEE LATEST AVAILABILITY SHEET FOR SPECIFIC CAR MODEL APPLICATION

**Miller & Seddon**  
CO. INC.  
1975 MASSACHUSETTS AVENUE, CAMBRIDGE, MASSACHUSETTS 02140  
**Specialists in Auto Air Conditioning**  
**Sales & Service 617-868-3650**

The John E. Mitchell Company reserves the right to modify any design or specification without notice and without incurring any obligation.



All Mark IV evaporators tested in accordance with AACA standards.